

## ABSTRACT OF THE DISCLOSURE

A drive control apparatus for a vehicle having an accelerator pedal and a brake pedal both of which are operable by a driver of the vehicle, and a power source. The drive control apparatus includes a vehicle speed measuring device which measures a vehicle speed, a control operation switching device which places the drive control apparatus in an operating state upon receiving an operation from the driver, a vehicle speed adjusting device which is placed in an operating state upon receiving a command from the control operation switching device, and which, during the operating state, automatically adjusts the vehicle speed measured by the vehicle speed measuring device, independently from driver's operations of the accelerator pedal and of the brake pedal, so that a target vehicle speed is achieved, and a target vehicle speed changing device which changes the target vehicle speed depending on predetermined driver's operations of the accelerator pedal or of the brake pedal.